



Executive Summary

Scottsdale Public Library Strategic Plan for 2023-2028 | 12.14.22

STRATEGIC PLAN METHODOLOGY | DATA DRIVEN:

In 2022 Library leadership created a strategic planning committee made up of a diverse team of library employees and a Library Board member to develop the 2023-2028 Scottsdale Public Library Strategic Plan.

The strategic planning committee started work in April 2022. It was critical for the plan to be developed based on data, community need and to be present and future focused. Much of the work was spent gathering data and input. Data and input collection included:

- ✓ **Public Survey:** Evaluating results from a comprehensive public survey where 3,346 responses were collected.
- ✓ **Community Focus Groups:** 12 specific community focus groups were facilitated by the strategic planning committee and included the following themed groups – youth, consistent library collection users, tech users, non-library users, seniors, English as a Second Language (ESL), people experiencing homelessness, people with special needs, and general patrons at the four library branches.
- ✓ **Stakeholder Focus Groups:** The Library hired Mr. Matt Lehrman, a professional strategic planning consultant with Social Prosperity Partners to facilitate focus groups with key stakeholders and staff. Input gathering sessions included:
 - Two, 1-hour, virtual library staff input sessions
 - Interview sessions with City of Scottsdale Council members
 - A focus group with both the Library Board and Friends of the Library Board
 - Interview sessions with City of Scottsdale executive leadership

KEY THEMES:

Public: The feedback themes that were consistent from the public input were the desire for convenient access to library service, including but not limited to, education, entertainment, the collection, library branches, and programming. A significant number of public responses included a sincere appreciation of library employees specifically relative to customer service.

Library Staff: The key themes from the library staff input were the critical importance of a library being a community gathering place that is welcome to all, the continued need for access to technology and technology training for both library staff and the public.

Library Leadership: A main theme from Library leadership is the need to infuse Diversity Equity, Inclusion and Belonging (DEIB) into the work of library service in a real way to put the DEIB initiative into action by going beyond traditional DEIB training.

Library Stakeholders: Common themes from stakeholders included maintaining public library relevancy throughout the community, to prioritize marketing and being innovative in library service.



STRATEGIC GOALS: After careful evaluation of the data, five strategic goals were developed.

1. Increase Library service access for the community
2. Ambitiously Educate the Community about Scottsdale Public Library
3. Invest in Library staff development and involvement
4. Boldly innovate Library services for the future
5. Infuse DEIB into Library Work and Culture

NEXT STEPS:

The plan will be presented to the Library Board and City management in December of 2022. The Library Director will update library staff and City Council. An implementation plan will be developed, and staff will be responsible to work on specific goals within the plan. Work on the 2023-2028 plan will begin in January of 2023 and will be formally evaluated and updated annually.

CONCLUSION:

The Scottsdale Public Library is poised to achieve the next level of excellence and service to the citizens of Scottsdale. A robust, data driven strategic plan will serve as a critical road map, complete with metrics to ensure success is achieved in our commitment to align with the City of Scottsdale's mission of providing *Simply Better Service for a World Class Community*.